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## **Visual Identity Portfolio**

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*Laura Varsky*

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# UBA Identity

The University of Buenos Aires (UBA) is the most important public university in Argentina and is ranked among the best universities internationally. Its model of mass access, free education, and academic excellence makes it unique in the world.

This visual identity seeks to integrate not only the diversity of its 13 faculties, 6 schools, 6 hospitals, and more than 20 museums, but also the values, histories, and common challenges that run through all its academic units.

Directed together with  
Florencia Capella  
and Martín Laksman



→ Nuevo Test Rápido Chemstrip que permite detectar anticuerpos de COVID-19 en 10 min.

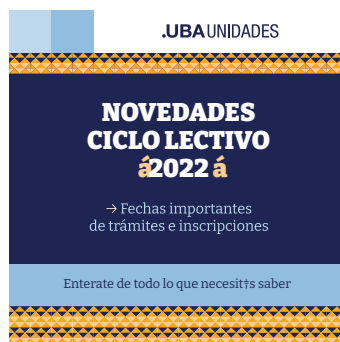


Charla Abierta

**La evaluación de la virtualidad:**  
Los desafíos para una propuesta de innovación

12 de diciembre 18 hs. Canal Nombre

Por Nombre Apellido  
Mag'ster y especialista en didáctica UBA.



.UBA 28 de junio del 2022



.UBAUNIDADES



# UBA 200 Identity

Identity created for the Bicentennial of the University of Buenos Aires, aimed at holding a national celebration that expands the boundaries of its educational community and unifies the discourse of all its academic units.

The new visual system is built from 140 graphemes that form pictograms. These represent the Faculties, Schools, and other institutions, as well as a wide variety of concepts that reflect UBA's values. The system also allows for the creation of new pictograms, ensuring it can continue to accompany the institution into the future.

Directed together with  
Florencia Capella  
and Martín Laksman

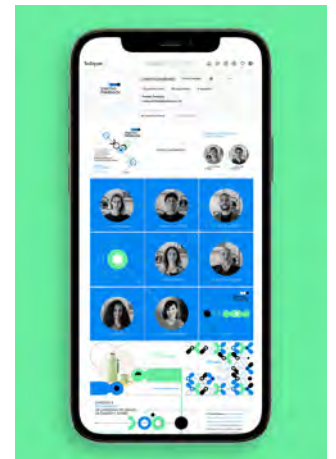


# Peabody Design Award Identity

The Peabody Award encourages new generations to explore our culture and the emerging scenarios of everyday life, with the aim of proposing ideas never before imagined and concepts not yet conceived.

The identity invites us to think of form before form itself, projecting it as a network of shapes. It is a call to approach design with an expanded vision, proposing products, systems, interfaces, and even envisioning new business formats for design.

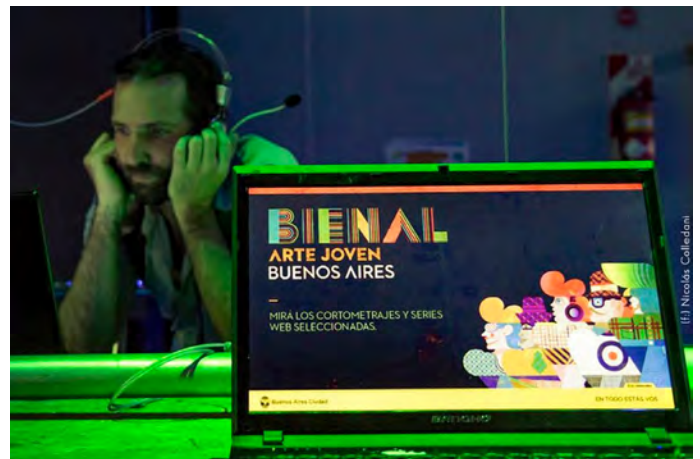
Directed together with  
Estudio XCruza and  
Juliana Pecollo.



## Bienal Arte Joven 2013 Identity

The image of the Biennial seeks to highlight diversity in contemporary art and the breaking down of prejudices among new generations of artists. The system is built around a series of characters created from a set of interchangeable modules. This approach makes it possible to generate an almost infinite diversity of personalities with which audiences can identify.

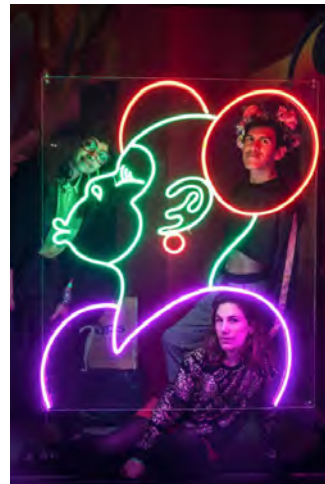
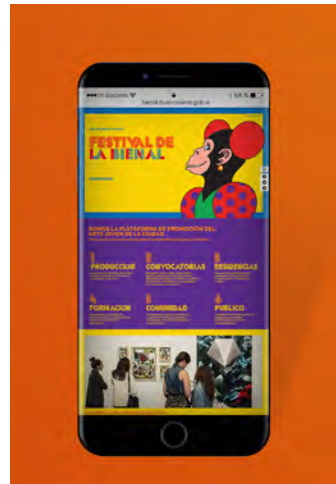
Directed  
together with  
Christian  
Montenegro



# Bienal Arte Joven 2019 Identity

The visual image of the Biennial draws from the universe specially created by artist Edgardo Giménez for the event. La Mona takes center stage as the exclusive protagonist, set against a chromatic explosion and a search for compositional synthesis. A custom typeface, designed from the features of the original brand, completes the identity system.

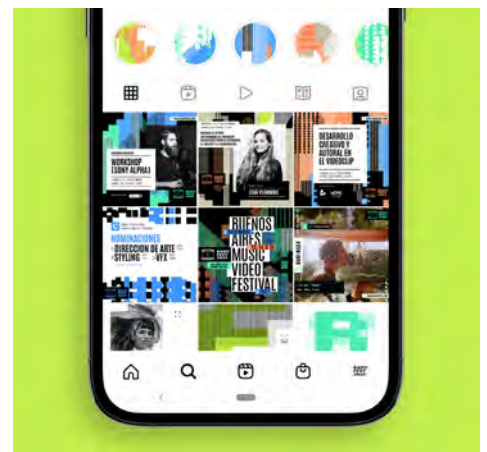
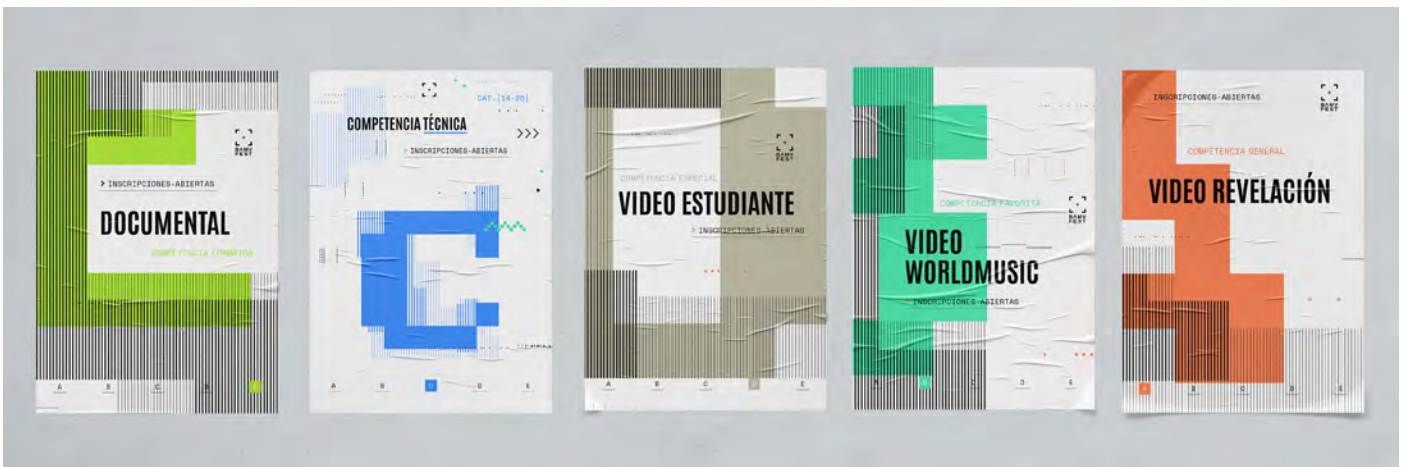
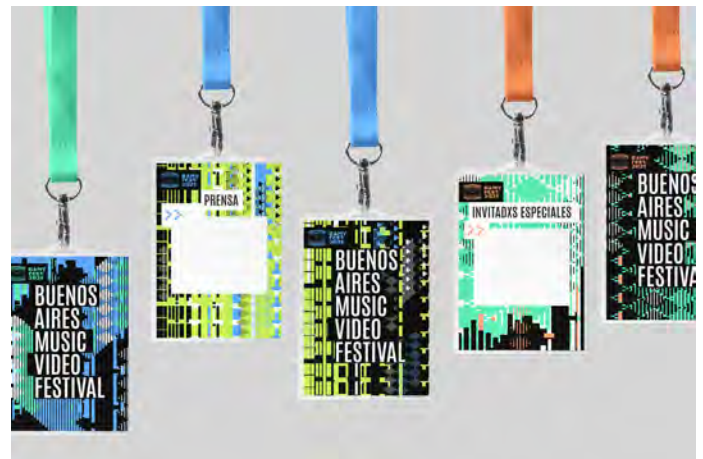
Directed together with Edgardo Giménez. Typeface by Francisco Roca.



# BAMV Fest 2021 Identity

BAMV Fest is the first annual international competitive event in Argentina dedicated to the music video. The festival's institutional brand is animated through the analog moiré system, and the resulting fragmented visual logic gives rise to a graphic aesthetic that, in turn, references the distinctive styles of music video editions.

Directed together with Heidi Jalkh

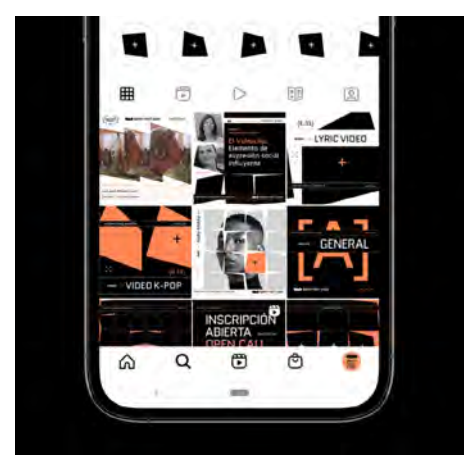
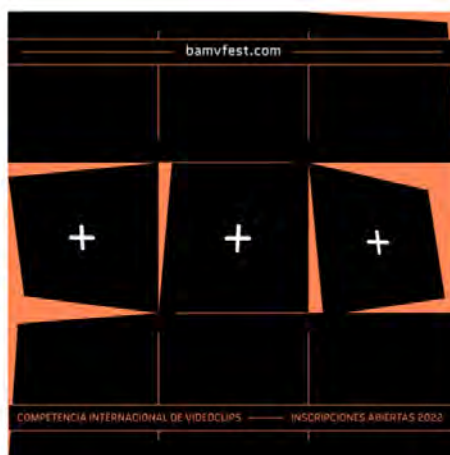
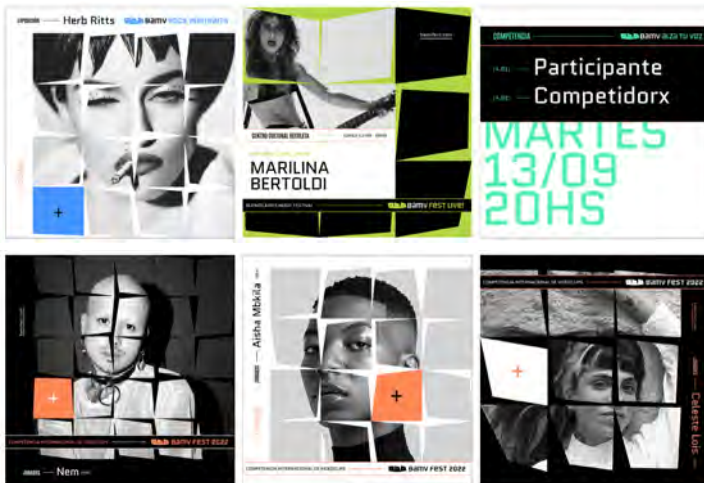


# BAMV Fest 2022 Identity

Paper, cut, and fold. The art of kirigami as inspiration. Shadows, reflections, and counterforms. The experimentation with the object's recording as the driving force of movement.

Once again, the original BAMV logo in motion becomes both the pretext and the genesis of the identity for the new edition of the annual international competitive music video festival.

Directed together with Heidi Jalkh



## CV

*Laura Varsky*

**Esp. D.G. Laura Varsky**

23.03.1976

Buenos Aires, Argentina

[www.lauravarsky.com.ar](http://www.lauravarsky.com.ar)

Graphic designer, graduated with honors from the University of Buenos Aires, with a postgraduate degree in Culture and Communication Policy and Management from FLACSO. Specialist in the Theory of Communicational Design (FADU, UBA). Currently completing her thesis for the Master's in Communicational Design at FADU, UBA.

She has focused on the design of albums and books. In 2006 she received the Latin Grammy Award as Art Director, a recognition for which she was also nominated in 2014, 2015, and 2018, among others. Other distinctions include the Communication Arts Award of Excellence in 2015 and second prize in design from the Fondo Nacional de las Artes in 2018.

Alongside this path, her interest in developing different graphic languages and searching for her own led her to illustration, where she has received various awards, including the prestigious Chilean Amster Coré Prize. Today she specializes in illustration applied to products and is a founding member of With Love from Argentina, a collective of surface artists and designers.

Laura is author and co-author of several illustrated books: *"Verdesolar"* (2004), *"Peleonas, mentirosas y haraganas"* (2007), *"Cuatro gatos negros flacos"* (2011), *"Lady René"* (2011), *"Instrucciones para tratar la melancolía"* (2012), *"200 Años de Monstruos y Maravillas Argentinas"* (2015), *"Nidos que arrullan"* (2017), *"El Álbum"* (2019), *"Nidos que arrullan"* (2017), *"El papel pintado amarillo"* (2022) and *"Ay, barquito de papel"* (2023).

Her work has been published by publishers in various countries and is part of the permanent design collection of the Museo de Arte Moderno de Buenos Aires, as well as the Fundación IDA (Research in Argentine Design).

She is co-director of the postgraduate Programa de Actualización en Ilustración Profesional at the University of Buenos Aires, holds the seminar Ilustración in the Master's in Visual Creation at UCA, and taught undergraduate courses at UBA for more than 10 years. She also gives lectures and workshops in different countries.

She has participated in organizing the Professional Sessions for Illustrators at the Buenos Aires International Book Fair, organized the International Illustration Meeting – MICA 2015, and is a member of Hay Futura, a design collective with a gender perspective.